

EXHIBIT A

Simply Potatoes®

why Simply
Potatoes®?

mashed

hash browns

diced

sliced

wedges
& whole

Farm Fresh™

full product
details

made-from-fresh potatoes.
simply done.

EVERYTHING YOU NEED.™

**MICHAEL
FOODS** INC.



the potatoes you want with ease

Simply Potatoes® delivers exactly that – and so much more. With *Simply Potatoes*, you're always ready to offer real, made-from-fresh potatoes that will impress guests with genuine flavor and consistent plate appeal.

fresh matters

93%

of consumers rate freshness of food as important to selecting a restaurant.*

83%

of consumers believe refrigerated potatoes are fresh.*

100% real potatoes. Always made from fresh potatoes, and never frozen.

Consistency. The goodness of scratch, but with more consistent quality and performance.

Ready to use. Already cleaned, peeled, cut or mashed, and ready to cook.

Overall Integrity. With *Simply Potatoes*, you're supported by quality products and people committed to bringing you total value and real-world menu solutions.



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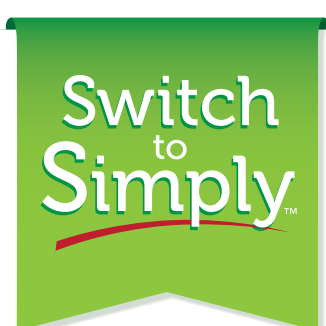
wedges & whole

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exclusive programs that help you build profits

Simply Potatoes is the leader in the refrigerated potatoes category, and the #1 grocery retail brand.† Our business-building programs have proven very successful, helping operators do more – and earn more – with *Simply Potatoes*.



Switch to Simply™

If you're not using refrigerated potatoes, you could be sacrificing quality, convenience and savings. Find out why switching to *Simply Potatoes* is the smart choice for your operation.

[See It Now](#)



Center Your Sides™

Discover how *Simply Potatoes* can help you drive traffic and increase profits by adding unique, memorable potato side dish recipes that complement your traditional favorites.

[See It Now](#)



*Datassential February 2014 Omnibus

†ACNielsen, TTL US 52 weeks ending 2/1/14 (Pounds Sold)

For ordering information, or customer service assistance, call 1-800-328-5474



mashed









simply real. simply done.

As the **second most popular potato side dish**,* mashed potatoes are a key component of your menu. And it’s essential they meet your customers’ expectations for taste, freshness and texture.†

Simply Potatoes® Mashed Potatoes:

- Are made from fresh potatoes, and quality ingredients, for a **scratch-made taste**.
- Always have a **smooth and creamy texture** to please the widest variety of customers.
- Arrive mashed and ready to heat for total convenience.
- Offer multiple varieties, so there’s a perfect option for every operation.



code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-15010	Traditional Mashed	4/6	50		Made with peeled Russet potatoes, skim milk, margarine and salt
20169-15080	Seasoned Mashed	4/6	50		Made with peeled Russet potatoes, skim milk, butter, salt and white pepper
20169-15750	Homestyle Mashed	4/6	50		Made with peeled Russet potatoes, milk, butter, salt and black pepper
20169-15770	Deluxe Mashed	4/6	50		Made with peeled Russet potatoes, milk, butter, natural sour cream flavor, salt and black pepper
20169-15190	Red Skin Mashed	4/6	42		Made with skin-on Red potatoes, skim milk, butter, natural sour cream flavor, salt and white pepper
20169-15880	Red Skin Roasted Garlic Mashed	4/6	42		Made with skin-on Red potatoes, skim milk, butter, salt, roasted garlic and white pepper
20169-18750	Northern Gold™ Mashed	4/6	50		Made with peeled Yellow potatoes, milk, butter, and salt
20169-17700	Sweet Potato Mashed	4/6	50		Made with peeled Sweet potatoes, skim milk, brown sugar, margarine and cinnamon

All Simply Potatoes® Mashed Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!

*NPD, CREST (YE Nov '13): Top Potato Side Dishes by Servings
†Datassential Feb. 2014 Consumer Omnibus: Top Three Mashed Potato Attributes

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hash browns




simply convenient. simply done.

Serve your customers **the #1 breakfast side dish**,* just the way they want it ... fresh tasting, golden-brown and crispy!†

Simply Potatoes® Hash Browns:

- Shredded from fresh potatoes, and never frozen.
- Utilize our proprietary IntegraChill™ Freshness Assurance process that protects the natural taste, texture and integrity of the potato shred.
- Go straight from cooler to grill.
- Deliver consistent performance and **versatility across all menus and dayparts.**



code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-15100	Shredded Hash Browns, 3/16" wide	2/10	35		Classic Shred 1/8" x 3/16", peeled Russet potatoes
20169-15105	Shredded Hash Browns, 3/16" wide	1/10	35		Classic Shred 1/8" x 3/16", peeled Russet potatoes
20169-30001	Special Cut Hash Browns, 3/8" wide	2/10	31		Special Shred 1/8" x 3/8", skin-on Russet potatoes

All Hash Browns Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!

* NPD, CREST (YE Dec '13): Top Breakfast Side Dishes by Servings (Hash Browns/Home Fries)
† Datassential Feb. 2014 Consumer Omnibus: Top Three Hash Brown Attributes

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diced

simply versatile. simply done.

With Simply Potatoes® Diced Potatoes, you have **the versatility to go from morning through night.** From home fries at breakfast – to classic potato favorites at lunch – to signature roasted potatoes at dinner.

Simply Potatoes® Diced Potatoes:

- Eliminate time spent cleaning, peeling and dicing.
- Are always made from fresh potatoes, and never frozen.
- Provide a wide range of **dice sizes and varieties**, offering a perfect fit for every operator.
- Perfect for home fries, potato salads, soups and other on-trend diced applications.



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code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-15110	5/8" Southern Style Diced	2/10	35		Diced 5/8" x 5/8" x 3/4", peeled Russet potatoes
20169-15115	5/8" Southern Style Diced	1/10	35		Diced 5/8" x 5/8" x 3/4", peeled Russet potatoes
20169-15150	3/4" Large Diced	2/10	35		Diced 5/8" x 3/4" x 7/8", peeled Russet potatoes
20169-15140	7/8" Extra Large Diced	2/10	35		Diced 7/8" x 7/8" x 3/4", peeled Russet potatoes
20169-15170	5/8" Red Skin Diced	2/10	31		Diced 5/8" x 5/8" x 3/4", skin-on Red potatoes
20169-15300	3/4" Large Red Skin Diced	2/10	31		Diced 5/8" x 3/4" x 7/8", skin-on Red potatoes

All Diced Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!



sliced

simply dependable. simply done.

Give your customers that **fresh, scratch-made taste** – while saving time and labor with the ease of a sliced refrigerated product.

Simply Potatoes® Sliced Potatoes:

- Arrive prepared and ready to cook.
- Deliver **consistently-sized slices** in multiple varieties.
- Are made from fresh potatoes, never frozen.
- No matter what your application – scalloped potatoes, pizzas, chips, strattas and more – your customers will always enjoy real potatoes and fresh potato flavor.



why Simply Potatoes®?

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hash browns






diced

sliced

wedges & whole

Farm Fresh™

full product details

code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-15120	American Home Fries Sliced, 1/8"	2/10	35		Sliced 1/8" thick, peeled Russet potatoes
20169-15125	American Home Fries Sliced, 1/8"	1/10	35		Sliced 1/8" thick, peeled Russet potatoes
20169-15270	Hearty Cut Sliced, 3/4"	2/10	35		Sliced 5/8" to 3/4" thick, peeled Russet potatoes
20169-34000	Skin-on Sliced, 1/4"	2/10	31		Sliced 1/4" thick, skin-on Russet potatoes
20169-15230	Red Skin Sliced, 1/4"	2/10	31		Sliced 1/4" thick, skin-on Red potatoes

All Sliced Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!



wedges & whole

simply smart. simply done.

Simply Potatoes® Wedges and Whole Peeled Potatoes are **convenient and versatile**. Already cleaned and partially cooked for optimal performance, these products allow you to create stand-out potato dishes in no time.

Simply Potatoes® Wedges & Whole Peeled:

- Always made from fresh potatoes, and never frozen.
- Red Skin Wedges provide an upscale appearance and **add color to any plate** – great for roasted potatoes or potato salad.
- Whole Potatoes are a great starting point for virtually any potato dish – shred, slice, dice or mash for complete versatility.



why Simply Potatoes®?

mashed

hash browns





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Farm Fresh™

full product details

code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-12587	Small Red Skin Wedges, 8-cut	2/10	31		8-cut wedges from B-sized, skin-on Red potatoes
20169-15870	Red Skin Wedges, 8-cut	2/10	31		8-cut wedges from A-sized, skin-on Red potatoes
20169-12590	Quartered Red Skin Wedges	2/10	31		4-cut wedges from B-sized, skin-on Red potatoes
20169-15340	Whole B Potato, Peeled	2/10	35		Whole peeled, B-sized Russet potatoes

All Simply Potatoes® Wedges and Whole Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!



Farm Fresh™

Available to customers in Western Distribution, Farm Fresh™ refrigerated potatoes feature skin-on cuts for a **home-style appearance and fresh taste**. Available in a wide range of convenient, ready-to-cook products that will save you time and labor.

Farm Fresh™ Potatoes:

- Arrive prepared and ready to cook – no cleaning or cutting.
- Always made from fresh potatoes, and never frozen.
- Varieties include sliced, hash browns and diced.



code	description	pack size (lbs.)	shelf life (DOM)	variety	details
20169-30210	Skin-on Shredded Hash Browns, 3/16"	2/10	35		Classic Shred 3/16" wide, skin-on Russet potatoes
20169-83210	Shredded Hash Browns, 3/16"	2/10	35		Classic Shred 3/16" wide, partially peeled Russet potatoes
20169-33210	Skin-on Special Cut Hash Browns, 3/8"	2/10	35		Special Shred 3/8" wide, skin-on Russet potatoes
20169-83230	Special Cut Hash Browns, 3/8"	2/10	35		Special Shred 3/8" wide, partially peeled Russet potatoes
20169-80220	1/2" Diced	2/10	35		Diced 1/2" x 1/2" x 3/4", partially peeled Russet potatoes
20169-90210	1/2" Skin-on Diced	2/10	35		Diced 1/2" x 1/2" x 3/4", skin-on Russet potatoes
20169-91210	3/4" Skin-on Diced	2/10	35		Diced 3/4" x 3/4" x 1", skin-on Russet potatoes
20169-71210	3/4" Red Skin Diced	2/10	35		Diced 1/2" x 3/4" x 1", skin-on Red potatoes
20169-74210	3/4" Large Red Skin Diced	2/10	35		Diced 1 1/2" x 3/4" x 1/2", skin-on Red potatoes
20169-40230	Skin-on Cottage Fries Sliced, 1/8"	2/10	35		Sliced 1/8" thick, skin-on Russet potatoes
20169-20210	Skin-on Sliced, 1/4"	2/10	35		Sliced 1/4" thick, skin-on Russet potatoes
20169-84210	Sliced, 1/4"	2/10	35		Sliced 1/4" thick, partially peeled Russet potatoes
20169-63150	Mashed Pulp-Tote	120/15	21		Partially peeled Russet potato pulp, no added ingredients; tote
20169-63152	Mashed Pulp	2/15	21		Partially peeled Russet potato pulp, no added ingredients

All Farm Fresh™ Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving - Enjoy!

Farm Fresh™ Potatoes are available for Western Distribution only: AZ, CA, ID, MT, NM, NV, OR, UT, WA

- why Simply Potatoes®?
- mashed
- hash browns
- diced
- sliced
- wedges & whole
- Farm Fresh™
- full product details



full product details

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mashed

hash browns

diced

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wedges
& whole

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full product
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mashed



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-15010	Traditional Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk, margarine and salt
20169-15080	Seasoned Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk, butter, salt and white pepper
20169-15750	Homestyle Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, salt and black pepper
20169-15770	Deluxe Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, natural sour cream flavor, salt and black pepper
20169-15190	Red Skin Mashed	4/6	42	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, natural sour cream flavor, salt and white pepper
20169-15880	Red Skin Roasted Garlic Mashed	4/6	42	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, salt, roasted garlic and white pepper
20169-18750	Northern Gold™ Mashed	4/6	50	24	25.22	0.51		Made with peeled Yellow potatoes, milk, butter, and salt
20169-17700	Sweet Potato Mashed	4/6	50	24	25.22	0.51		Made with peeled Sweet potatoes, skim milk, brown, sugar, margarine and cinnamon

hash browns



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-15100	Shredded Hash Browns, 3/16" wide	2/10	35	20	21.87	0.57		Classic Shred 1/8" x 3/16", peeled Russet potatoes
20169-15105	Shredded Hash Browns, 3/16" wide	1/10	35	10	11.80	0.35		Classic Shred 1/8" x 3/16", peeled Russet potatoes
20169-30001	Special Cut Hash Browns, 3/8" wide	2/10	31	20	21.87	0.57		Special Shred 1/8" x 3/8", skin-on Russet potatoes

diced



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-15110	5/8" Southern Style Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4", peeled Russet potatoes
20169-15115	5/8" Southern Style Diced	1/10	35	10	11.80	0.35		Diced 5/8" x 5/8" x 3/4", peeled Russet potatoes
20169-15150	3/4" Large Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8", peeled Russet potatoes
20169-15140	7/8" Extra Large Diced	2/10	35	20	21.87	0.57		Diced 7/8" x 7/8" x 3/4", peeled Russet potatoes
20169-15170	5/8" Red Skin Diced	2/10	31	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4", skin-on Red potatoes
20169-15300	3/4" Large Red Skin Diced	2/10	31	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8", skin-on Red potatoes

sliced



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-15120	American Home Fries Sliced, 1/8"	2/10	35	20	21.87	0.57		Sliced 1/8" thick, peeled Russet potatoes
20169-15125	American Home Fries Sliced, 1/8"	1/10	35	10	11.80	0.35		Sliced 1/8" thick, peeled Russet potatoes
20169-15270	Hearty Cut Slice, 3/4"	2/10	35	20	21.87	0.57		Sliced 5/8" to 3/4" thick, peeled Russet potatoes
20169-34000	Skin-on Sliced, 1/4"	2/10	31	20	21.87	0.57		Sliced 1/4" thick slices, skin-on Russet potatoes
20169-15230	Red Skin Sliced, 1/4"	2/10	31	20	21.87	0.57		Sliced 1/4" thick slices, skin-on Red potatoes

wedges and whole



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-12587	Small Red Skin Wedges, 8-cut	2/10	31	20	21.87	0.57		8-cut wedges from B-sized, skin-on Red potatoes
20169-15870	Red Skin Wedges, 8-cut	2/10	31	20	21.87	0.57		8-cut wedges from A-sized, skin-on Red potatoes
20169-12590	Quartered Red Skin Wedges	2/10	31	20	21.87	0.57		4-cut wedges from B-sized, skin-on Red potatoes
20169-15340	Whole B Potato, Peeled	2/10	35	20	21.87	0.61		Whole peeled, B-sized Russet potatoes

Farm Fresh™



code	description	pack size (lbs.)	shelf life	net wt (lbs.)	gross wt (lbs.)	case cube	variety	details
20169-30210	Skin-On Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic 3/16" wide, skin-on Russet potatoes
20169-83210	Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic 3/16" wide, partially peeled Russet potatoes
20169-33210	Skin-On Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special 3/8" wide, skin-on Russet potatoes
20169-83230	Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special 3/8" wide, partially peeled Russet potatoes
20169-80220	1/2" Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4", partially peeled Russet potatoes
20169-90210	1/2" Skin-On Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4", skin-on Russet potatoes
20169-91210	3/4" Skin-On Diced	2/10	35	20	21.87	0.49		Diced 3/4" x 3/4" x 1", skin-on Russet potatoes
20169-71210	3/4" Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 3/4" x 1", skin-on Red potatoes
20169-74210	3/4" Large Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1 1/2" x 3/4" x 1/2", skin-on Red potatoes
20169-40230	Skin-On Cottage Fries Sliced, 1/8"	2/10	35	20	21.87	0.49		Sliced 1/8" thick, skin-on Russet potatoes
20169-20210	Skin-On Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, skin-on Russet potatoes
20169-84210	Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, partially peeled Russet potatoes
20169-63150	Mashed Pulp-Tote	120/15	21	1800	1857	.39x.39		Partially peeled Russet potato pulp, no added ingredients; tote
20169-63152	Mashed Pulp	2/15	21	30	30.99	0.60		Partially peeled Russet potato pulp, no added ingredients

Farm Fresh™ Potatoes are available for Western Distribution only: AZ, CA, ID, MT, NM, NV, OR, UT, WA